

Contacts

May 1951



Read and Relax!

Spring is here! The birds twitter and that old debil, Sun, gets up earlier and earlier! How about putting some of that extra daylight to use? Take a book out on the grass and enjoy fresh air and good reading at the same time.

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Anglers, here's your bait!

FISHING IS A CINCH—By Dave Reddick

Dave, who hails from the City Advertising in the Toronto Store, is one of the central province's best-known anglers. He has written down for us the correct way to do all sorts of things in connection with fishing. If you can look at this well-prepared book, with its attractive illustrations by Geoffrey Goss, and ear-catching chapter heads, and not go on reading, even if you don't know beans about fishing, you're stronger willed than I am! Besides the elementary steps in angling, there are descriptions of fly-casting, bait-casting, and some less orthodox procedures, such as "guddling" or "tickling" a trout, Buchan fashion. There are also chapters on cleaning and cooking your fish, when you've caught it, that is.

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Standing Room Only—that is for theatre folk.

STAR QUALITY—By Noel Coward

Here Coward is at his most brilliant and satirical self when dealing with Hollywood as in the first of these six short stories, "A Richer Dust." His third story, titled simply, "Mr. and Mrs. Edgehill," is Coward at his best, describing the responsible character of the little Britisher under stress. It was this type of portrayal which made "The Happy Breed" such a human play.

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Still about the theatre is:

MORNING JOURNEY—By James Hilton

In this satirical novel of theatre and movie people, James Hilton drops his usual over-sentimental style and turns to a clear, incisive, almost scathing portrayal of character. Some of the people, Paul Saffron in particular, might appear incredible, but under Hilton's skilful pen we believe he could have existed. Hilton is more sympathetic with his women characters, so Carey is a nice, warm, generous person, even if she is addicted to wanting her own way and ruthlessly discards any person in her life at any time who interferes with her twin obsessions, acting and Paul Saffron.

* * *

Murders still continue to be news:

REFERENCE TO DEATH

By Lavinia R. Davis

Crime club character and atmosphere type—the sign of the owl. Nice characters and public library atmosphere. Good story.



NIGHT MAN—By Ullman and Fletcher

An exciting suspense novel adapted from the movie play, by the authors of "Sorry, Wrong Number."

* * *

Suspense and adventure:

THE ANGRY MOUNTAIN

By Hammond Innes

The author of "White South" wrote this absorbing tale about espionage under the nose of the iron curtain. The chase leads through the Balkan countries and ends up in Italy under an erupting volcano.

* * *

For lighter reading:

THE WITCH OF SPRING

By William Shore

Love in the deep south and voodooism in New Orleans in 1835. Good reading.

* * *

A really good historical novel is:

THE IRONMASTER—By Anne Powers

The ironmaster is an American trying to build up his business in the uncertain period following the Revolution when the country is split on the question of federation.

* * *

Autobiographical story:

I SPIED FOR STALIN—By Nora Murray

Here is a true life story more fascinating than any thriller. It concerns one of the very few girls ever to leave Russia while the Communists are in control.

Nora Kozhenko, as her name was before her marriage, is a true daughter of the revolution. She was born in a railway box car, in 1919, while her father and mother were fighting in the revolutionary army. As her father later held a high position in the party, she grew up sheltered by privileges she did not realize were not shared by the majority of people. When, during her university years, her father was "purged" by Molotov, who succeeded Litvinov, she realized for the first time the terror under which the majority of the Russian people lived, and joined their ranks. It was only after many months of this hazardous existence that her life became relatively secure through her engagement to a member of the British Legation. With his aid, she managed to receive permission to leave Russia as his bride.

Now that she realizes her silence or speech will make no difference to the other Russian brides, that they will never be allowed to leave, she has published her story for them and for her own children, whom she wants to see Russia as she sees it—a great and beloved country in spite of the present maelstrom through which it is passing.

Two Company-Wide Appointments Announced



MR. J. A. BROCKIE



MR. I. W. FORD

MR. J. A. BROCKIE

Steps Up to Supervision of Public Relations Activities of the Company and Its Subsidiaries

Youth and its activities have always attracted Mr. J. A. (Jack) Brockie, Toronto Store, who has now assumed the supervision of Public Relations activities for the Company. Young Canada promotions, Eaton's Junior Council and Junior Executive were his "babies."

Mr. Brockie joined Eaton's at Toronto back in 1913 as secretary to the Promoter of the Eaton Athletic Meet. After some years with the General Office, he went on to the Merchandise Display in 1929. Rising to supervisor, he became responsible for a variety of projects such as store attractions, fashion shows and Santa Claus parades. His imagination, energy and enthusiasm have also been invaluable to War Savings, Red Cross campaigns and other causes in the public life of Toronto, making him as familiar a figure outside the Company as within it.

MR. I. W. FORD

Appointed to Staff Superintendent of the Company and Its Subsidiaries

In 1920, when Mr. I. W. Ford had to do research for a thesis for his final school year, he chose The T. Eaton Company for his subject, and became so enthralled with it that he decided his chance of a career lay with Eaton's rather than accounting, his original choice.

He joined the Efficiency Department, and after short stays in various departments, where he gained a wide variety of experience, he was appointed Executive Secretary in 1937, where he remained until his latest appointment as Staff Superintendent.

A Toronto man with outdoor recreations, Mr. Ford finds his summer home at Thornhill an absorbing interest.

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Both Mr. Brockie and Mr. Ford are well known to many Winnipeg Eatonians who join in extending their warmest congratulations.



THE 1951 E.E.C.F. COMMITTEE

Back Row, left to right—R. J. Eaton, Stan Cameron, Jack Blair, T. Sheardown, Ed Rogers, J. Greenwood, Miss N. Salter, Miss C. Winslow, Mrs. V. Steen, Mrs. J. Falconer, Miss L. Hantscharuk, Albert Sizeland.
Front Row—Miss J. Reid, Miss E. Davis, Tom Miller, Mal Donaldson, Charles Donnelly, Tom McBryde, Miss E. Landsley, Clare Loveridge, Miss M. Park, Bob McCormick.

YOUR E.E.C.F. REPORTS

A general meeting of the new 1951 committee of the Eaton Employees' Charitable Fund decided to make the following distribution, in your behalf, of monies received:

Boy Scouts Association	\$1,000.00
Talbot Mission (Home for Wayward Boys), for furnishings.....	500.00

The 1951 committee, as pictured above, includes: Mr. C. L. Donnelly (Men's Hats), president; Mr. M. Donaldson (Jewellery), vice-president; Mr. T. P. McBryde (Staff and Welfare), secretary; Mr. J. Blair (Basement Store), Mr. S. Cameron (Men's Clothing), Miss E. Davis (M.O. Books), Mr. R. J. Eaton (M.O. Men's and Boys' Furnishings), Miss J. Falconer (M.O. Complaints), Mr. J. Greenwood (Mailing List), Miss L. Hantscharuk (M.O. Lingerie), Miss E. Landsley (D.A. Office), Mr. C. Loveridge (Garage), Mr. T. Miller (Public Relations), Mr. F. G. Muirhead (Superintendent's Office), Mr. R. McCormick (M.O. Hardware), Miss M. Park (M.O. Drugs), Mr. E. Rogers (M.O. Packing), Miss J. Reid (City Inspectors), Mr. A. Sizeland (Floormen), Mr. D. R. Stewart (Electric Washers), Mrs. V. Steen (Toys), Mr. T. Sheardown (Draperies), Miss N. Salter (Printing), Mr. J. A. Snowden (Merchandise Office), Mr. W. G. Thomson (Furniture), Miss C. Winslow (Drug Factory).

RECENT APPOINTMENTS

Winnipeg	Saskatoon
MR. F. G. MUIRHEAD, assistant in Superintendent's Office.	Engineers, Light, Heat and Power: MR. J. W. HILL, head of department.

*Let Us Be Safe,
Sane and . . .*

OBEY THE LAW!

On Thursday, May 12, Winnipeg's traffic by-law for pedestrian control becomes law. This by-law recognizes that the pedestrian is an important part of traffic and urges both motorists **and** pedestrians to co-operate by respecting each others' rights and duties.

The Basic Principles of Pedestrian Control Are:

- (a) Pedestrians must cross at corner and cross walks.
- (b) Pedestrians must observe and obey traffic lights.

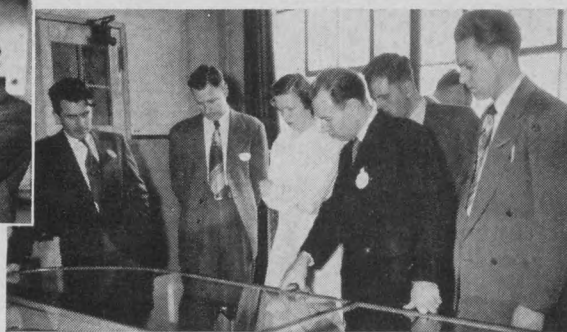
Motorists must yield the right of way to walkers lawfully in cross walks—and particularly when the motorist is turning at an intersection. If you're in doubt—

Here Are Two Helpful Booklets

A pocket-size booklet containing the by-law, also extracts from the Highway Traffic Act will be available at any Winnipeg City Police Station on May 1.

The Manitoba Driver's Handbook is another source of information for both motorists and walkers. You are welcome to a copy of this useful booklet. Simply call at the Safety Division, Old Law Courts, Kennedy Street.

So don't be a Jennie Jay or a Horace Haze—let's remember each of us has only one life to lose and—obey the law!



Top Row—Left: A spot of lunch before the tour. Right: Miss L. Peterson explaining the processing of wool and cotton as shown in display cases.

Second Row—Left: Mr. R. Oliphant discusses the contents of the rayon cases. Centre: Miss C. Moffat demonstrating yarn twist tester. Next, Eric Wind, Jaycees' chairman of industrial tours, thanks the Company for hospitality extended the group. Right: Mr. N. S. Brook, Research supervisor, welcomes the visitors on Company's behalf.

Third Row—Left: Mr. K. S. Chalmers demonstrating power-point test, i.e., lower temperature blow test on lubricating oil. Right: Miss M. Jamieson describes the contents of a display case.

Research Bureau At Home To "Jaycees"

Most of us know the Eaton Research Bureau as a spacious laboratory with white-smocked scientists intent over microscopes or test tubes and surrounded by intricate equipment and "museum pieces." But at noon on Wednesday, March 21, the Research took on a less conventional air. Covering its highly polished mahogany tables and desks were snowy table cloths upon which was spread a buffet lunch—the Research was at home to the Junior Chamber of Commerce.

Mine Host Brook Welcomes the Visitors

Welcoming the "Jaycees," Mr. N. S. Brook, supervisor, said that the Research Bureau was a practical form of research engaged in comparisons and quality control. Among its duties was the investigation of customer complaints and satisfying the customer. Other responsibilities were assisting in staff training, compiling reports and the checking of foods, drugs and other products sold by the Company to ensure they were up to the standard of government regulations. The large gathering then broke up in groups, each headed by a Research staff member who demonstrated various phases of the work.

Spokesman for the visitors, numbering some 80 young business men, was Mr. Eric Wind, chairman of industrial tours, who thanked the Company for the luncheon and the Research staff for a highly interesting tour.

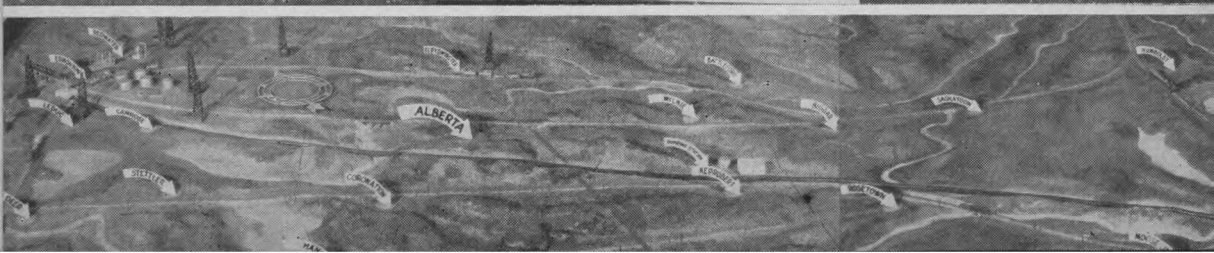


One of the most spectacular displays ever presented by Eaton's in Winnipeg, "Oil—Canada's Newest Wealth," was conceived and planned by Mr. L. V. Salton, General Merchandise Office, and built under the direction of Mr. Herman Carson, Merchandise Display.

Its purpose was to portray, in visual form, the scope of the enormous project which brings oil up from far underground, transports it, then refines it and breaks it down into the products without which our modern civilization could not function.

The exhibit was also planned to show the effect of oil development on the life and economy of Winnipeg.

This huge animated relief map of the 1,147-mile-long pipeline showed in panoramic form the location and route of the new International Pipeline, its pumping stations and the refineries it serves.



LIKE DRILLING FOR OIL IN LILLIPUTIAN LAND...

This perfect scale replica of a modern rotary rig drew thousands of fascinated visitors! Standing only four feet nine inches high, this lilliputian rig **took over 2,000 man hours to build and cost \$5,000.00.** As the demonstrator described its operation, the little working model actually showed the process of drilling for oil! Its "daddy," or the full-scale rig, is a steel tower 126 feet high, can drill to a depth of 10,000 feet, and costs about \$200,000.

The power plant and equipment will handle 100 tons of pipe reaching thousands of feet underground. A glass tube shown below the surface in the model rig enabled visitors to see the action of the bit drilling in the rock.



OIL—greasy, sticky, smelly **black gold**, drilled from the depths of the earth . . . nature's bounty and, with its many thousands of uses, declared man's most versatile servant. With oil now affecting the economy of Winnipeg, it is understandable that **between March 24 and April 1, 121,974 people viewed "Oil—Canada's Newest Wealth,"** an exhibit prepared and presented by The T. Eaton Company in co-operation with the Imperial Oil Company and the International Pipe Line Company.

Held in the Donald Annex, the display was of widespread interest not only to oil-minded citizens and out of town visitors, but to students and school children who regarded it of important educational interest. One group of 150 students from Grosvenor School came in specially hired buses.

Most visitors first viewed the three motion sound pictures in technicolour which described the search for oil, the drilling and the laying of pipe. They then studied the pipeline, drilling rig, refineries, dioramas—showing stages in laying the pipeline from the aerial survey, the digging, replacing soil and reconditioning it—oil digging equipment and other features. A running commentary explained many phases of the work, while posters added educational interest.

* * * *

When the Edmonton Area Struck Oil

The entire picture in Canada changed in the spring of 1947 with the discovery of oil in the Edmonton area. Prior to this Western Canada had had to import oil at high cost from foreign sources—now the West not only will have ample for its own needs but also a surplus for Eastern Canada, providing a cheap form of transportation can be devised.

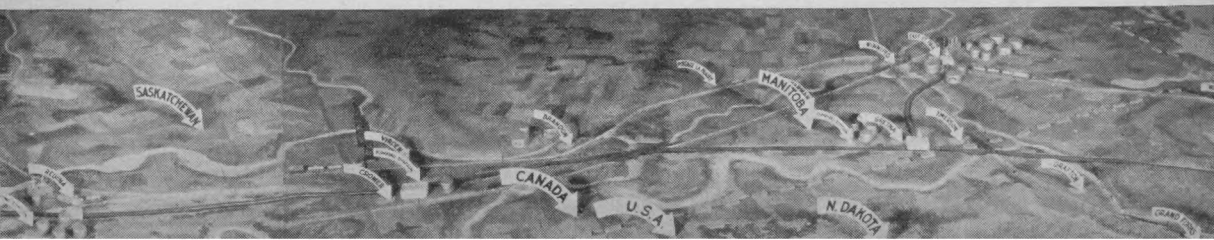
So, in the spring of 1950, construction was begun on the International Pipeline, stretching from Edmonton, Alberta, to Superior, Wisconsin. Oil is thus transported from the Alberta field on to the refineries at Regina and Winnipeg, then on to Superior, where the Great Lakes tankers carry it on to the Ontario refineries. And, of course, with the discovery and cheap transportation of Canadian oil there is a saving on much-needed American dollars. The pipeline was completely laid and put into operation in the short space of 150 days, and has cost to date 93 million dollars. (Continued on Page Six)

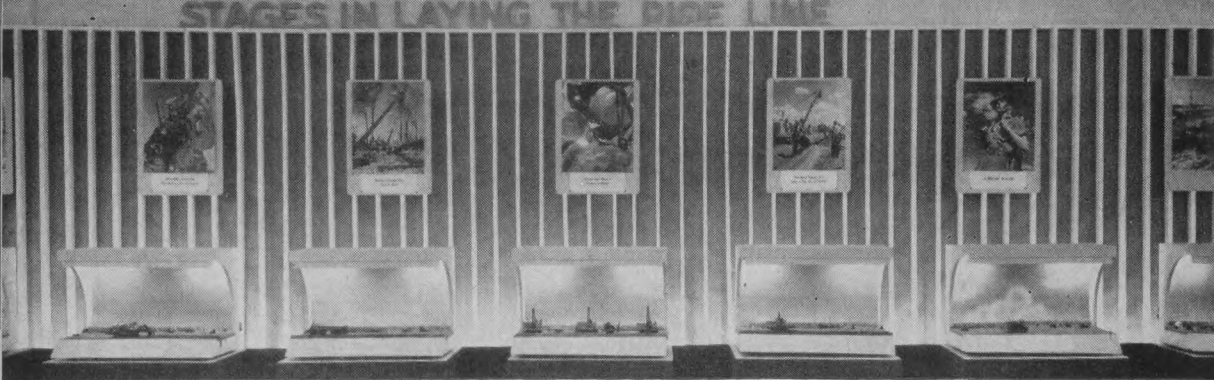
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1,147 Miles of Pipeline Laid in 150 Days

Pictured across these two pages is a lateral view of the large relief map. This showed the 1,147-mile route of the International Pipeline which stretches from Edmonton, Alberta, to Superior, Wisconsin. This pipeline was laid and put into operation in the short space of 150 days and has cost to date 93 million dollars.

It is patrolled constantly by air, the plane hedge-hopping along the route looking for leaks and, in the spring, washouts. On the large relief map (below) the pipeline was illuminated and animated by fluid running through it. Map itself was illuminated by fluorescent lighting and showed all the cities and towns through which the pipeline passes.

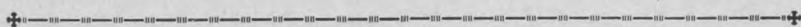




Dioramas Depict Laying of Pipeline

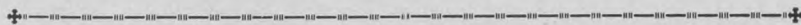
One of the most comprehensive and realistic features was the eight dioramas depicting stages in laying the pipeline. Each of these miniature settings showed a different phase as the work progressed. They began with the first aerial survey, on through the digging, the laying of the pipe, the replacing of the soil, and finally the reconditioning of the farmers' soil for the next year's crop.

Even little children who did not catch the import of these dioramas were fascinated by the realism of the rural scenes with tiny machinery dotting the fields.



Six pumping stations along the pipeline route keep the crude oil moving at a steady pace. The initial capacity of the line from Edmonton to Regina was 95,000 barrels per day—however, with steadily expanding oil reserves being found in Alberta, four additional pumping stations are being added, increasing the capacity of the line to 135,000 barrels per day. From Regina to Gretna and Winnipeg the present capacity is 70,000 barrels per day, and from Gretna to Superior 50,000 barrels per day.

The Winnipeg refinery is a 10,000-barrel-a-day plant, costing ten million dollars. It will employ about 160 people, 80 per cent of whom will be local. It should go into operation early in May.

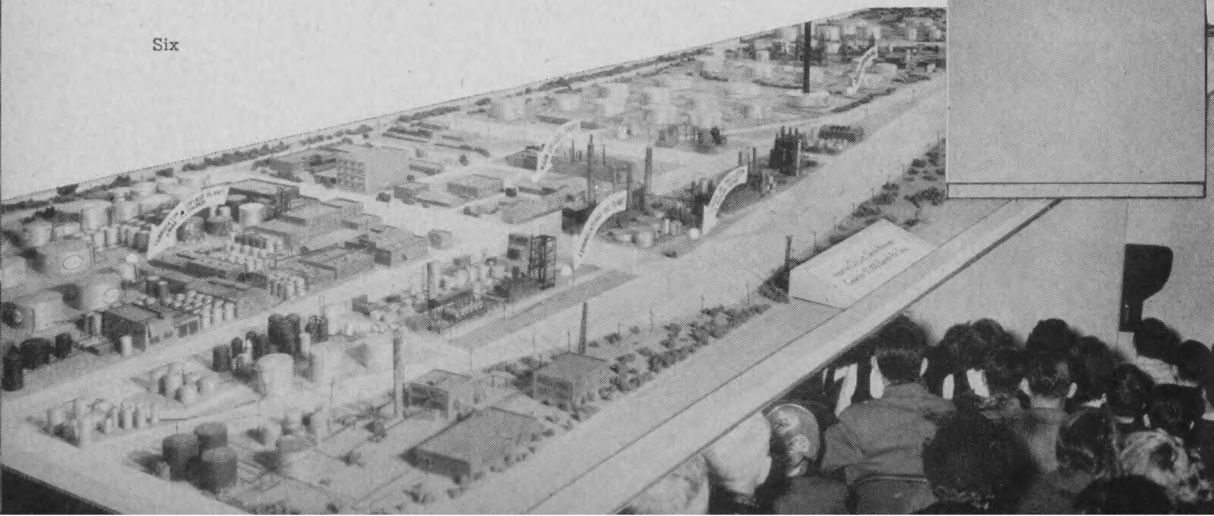


Refining is the Magic Key Which Releases the Useful Products Locked in Crude Oil

Thousands of visitors were attracted daily to the scale model (pictured below) of the huge Imperial Oil Refinery at Sarnia, Ontario. This refinery has a capacity that is growing from 55,000 barrels per day to 72,000 barrels per day.

A *Movie Theatre* giving continual performances throughout the day drew a total attendance of 16,291 persons. There were three sound films in a related series, and by attending these before looking over the various displays visitors had a better understanding of oil development. In technicolour, the films were: "Search Unending," "A Mile Below the Wheat" and "Artery For Oil."

Six





Assistants' President Stan Houston (centre) presents cheque for \$277.00 to Superintendent Charles Hawkins for boys' welfare fund. Secretary Herb Graham looks on.

SEQUEL

"The genuine, human boy may . . . safely be set down as the noblest work of God."

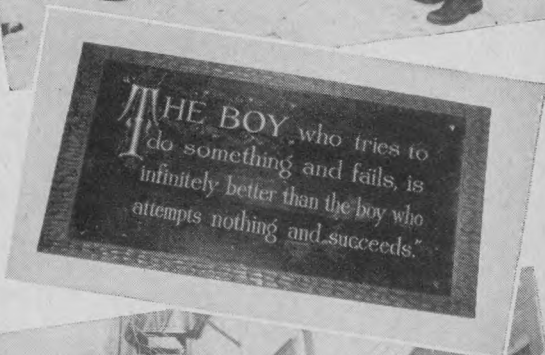
On Tuesday, April 10, Mr. Charles J. Hawkins, long-time superintendent of the Knowles School for Boys, died suddenly of a heart attack. One of the last official acts of this kindly man, who had in his heart such a great love for boys, was when he received a cheque presented by Stan Houston, president of the Eaton Assistants' Association, to boost the school's welfare fund.

* * *

In addition to the cheque, which was for \$277.00, was an Eaton truck load of furniture and recreational equipment. The entire gift, totalling \$464.00, was the net proceeds from our St. Valentine's dance which was held at the Royal Alexandra and attended by 2,000 Eatonians. The happy scenes pictured here are the sequel.

"This is the largest cheque we have ever received for our welfare fund," declared Super-

(Continued on Page Eleven)





PAPER COSTS MOUNT

**"Conserve 10% and Save Carloads"—
Mr. Jack Hutchinson Tells Assistants**

Did you know that if Eaton stores across Canada conserve 10% on paper bags a saving can be achieved that would total nine carloads of bag paper per year?

This and other startling figures on the conservation of supplies were stressed by Mr. Jack Hutchinson, Supply chief, in an address to the Assistants' Association on Friday evening, March 30, in the Grill Room.

President Stan Houston introduced the speaker. He also read a letter of thanks from Mr. Dan H. Young, assistant superintendent of the Knowles School for Boys, in connection with the gifts of furniture and cheque for \$277 presented to the school welfare fund—proceeds of



Top left—"We can save \$39,680 per year," says Mr. Hutchinson.
Lower Row—Left: welcomed as a new member—Miss I. Laing.
Right: Canada's youngest drummer.

the St. Valentine's dance. Miss I. Laing, assistant, Fancy Goods, was also welcomed by the president as a new member. Gary Peterson, five-year-old drummer prodigy, provided the program highlight.

Save \$39,680 Per Year!

Requesting "assistance from the assistants" in conserving paper supplies, Mr. Hutchinson spoke of paper shortages and rising costs. These were due to defence preparations, increase in prices of pulp and raw material, shortage of box cars and other factors.

Winnipeg and Western stores were urged to conserve at least 10% (a very reasonable percentage) on wrapping paper, paper bags, gummed tape, wax paper, box board and other paper products, also twines. *By using good judgment in sizes and weights, a 10% saving could easily be achieved—that would total \$39,680 per year!*

A 10% saving on wrapping paper alone by Winnipeg and Western stores would yield an approximate four carloads of paper per year, asserted Mr. Hutchinson.

Use the Right Bag

"We can't do anything about price increases," said our Supply chief, "but we can save wastage." Parcel inspectors were doing a grand job of conservation, he added, but much could be accomplished by others. Assistants were urged to help by suggesting smaller sized bags whenever practical.

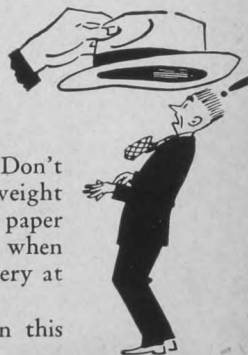
"You wouldn't sell a man a hat that was several times too big for him. Why use a bag that is several times too big for the article?"

When preparing for pre-wrapping, continued the speaker, consult the Supply Department. They will suggest a better, neater and more economical way.

"Blest Be The Tie"—That's Right!

Wastage on twines also could be reduced by using the right weight. Don't use a light weight wound several times around the goods when the correct weight can be obtained from the Supply Department. Please don't "toy" with paper clips by bending them out of shape—they can be used over and over. And when taking that telephone message don't scribble on the nearest printed stationery at hand. Use regular plain scribbling pads, available at Supply Department.

Thank you, Mr. Hutchinson. We're sure Eatonians will co-operate in this vitally important job of SOS—saving our supplies!



Let Flowering Annuals Brighten Your Home

By Peter Ross

Some of the most colourful flowers available for home beautification are annuals. Although annual flowers live but one year and must be sown each season, they are undoubtedly the most useful and beautiful in the garden.

Annuals are profuse bloomers and in most varieties the blooming period extends right up to frost. The variety of colours and growing habits of annuals make them indispensable for blending with perennials and in brightening dull areas in the border.

Some annuals can endure considerable cool weather and seeds may be sown in early spring as soon as the ground becomes workable; others require warm temperatures and cannot safely be sown until all danger of frost is past.

Careful Spading Essential

Careful spading and pulverizing of the soil for the seed bed is as important for flowers as for other plants. It should be borne in mind that most flowers have very small seeds, and that the delicate seedlings developing from them have little chance of survival in a rough, lumpy soil.

Cultivation with a hoe or garden cultivator is performed primarily for the purpose of controlling weeds. These pests and flowers do not grow well together, as the weeds compete with the flowers for moisture, food and sunlight.

Watch the Watering!

Most flowering annuals suffer from lack of moisture at some time during the growing season. Fortunately the average home owner is equipped to

water his flowers during excessive hot spells, thereby assisting them over these periods.

When the seedlings are small, the waterings should be light and frequent enough to keep the soil in a moist condition. If excessive amounts of water are applied at this time or a heavy stream is used, the young plants may be injured or even washed from the soil.

See Those New, Easy-to-Read Seed Packets

Have you seen the new improved Eaton seed packets now on display at the Seed Section? In most varieties the description, cultural directions, where to plant, when and how to plant, with some suggestions, are printed in easy-to-read type on the reverse side, making it simple for even a beginner to determine whether or not he has the location suitable for that particular type of plant.



ORCHIDS TO YOU!

The drivers, as usual, are receiving "letters of credit" for jobs well done. This one is for George Cowan:

"I would like you to know just how honest the driver on our route is. About three weeks ago I was paying a C.O.D. order. I gave the driver what I thought was a new five-dollar bill. At the time I was paying him the phone was ringing, so I left him putting the money away while I answered the telephone. On my return to the kitchen the driver was still at the door. He handed me a five-dollar bill and said there had been two new bills stuck together. I really did appreciate his honesty and thanked him, but I thought you should know about his honesty."

And here's one for Charlie Petrie:

"This is an appreciation for the fine service of the Eaton driver on this street, who has been coming to my house for many years. He has always been most kind and obliging, and as I am a complete shut-in, his cheerful manner and kind: 'Hello, how are you today?' mean so much."

From Sibbald, Alberta, comes a letter thanking the Stationery Department for mending a fountain pen:

"I wish to thank you for the courtesy and the service you have extended to me in adjusting my fountain pen. It writes perfectly now. Whenever I have occasion to send an order away for goods it will go to Eaton's. Again, many thanks."

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It's the Little Things That Count!

Another customer in a small town in Southern Manitoba wrote to Mrs. Donaldson, third floor Cake Counter:

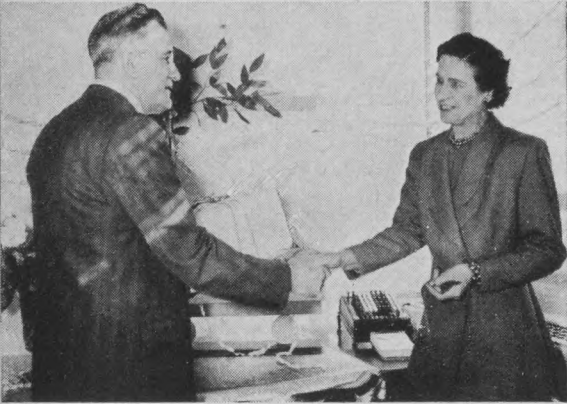
"Thank you so kindly for the 30 cents you found on the floor which had dropped from my wallet. I only noticed after arriving home that it was missing. We cannot help admiring your honesty as an individual and congratulating The T. Eaton Co. on employees of such high principle."

(Continued on Page Ten)





Top picture — Ivy is greeted by the staff.
Lower picture shows Mr. Lorne St. John, supervisor, extending his personal congratulations.



Stock Audit Salutes IVY MORRIS Forty Years an Eatonian

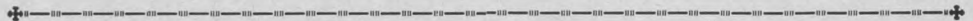
The friendly clock on the Stock Audit wall showed 8:50 on Saturday morning, April 7, with the staff all assembled and waiting to salute its first lady, Ivy Morris.

The occasion was Ivy's 40th anniversary with the Company and her desk, overflowing with gifts, flowers and messages, showed the affection in which she is held. As she stepped into the office, it was hard to believe that this slender,

youthful gal in the smartly tailored suit had four decades of service behind her.

Mr. Lorne St. John, supervisor, who has been associated with Miss Morris for over 20 years, spoke highly of her capabilities as well as her womanly qualities. On behalf of the staff, he then presented Ivy with a beautifully designed "train" case for travelling.

Ivy Morris came to Eaton's from Nottingham, England, when a mere slip of a girl. After a period in the M.O. Complaints and Audit, she joined the Stock Audit. A woman of quiet, refined tastes, she is also a home-loving person, and when not tripping in her Hillman Minx car, likes to garden. Dressmaking is another interest for which she has a decided flair. Many old friends over the West will join in adding their congratulations.



ORCHIDS TO YOU!

(Continued from Page Nine)

Add this to many more, Mrs. Lloyd!

The Women's Suits and Coats also share in the bouquets. Here is a letter sent to Mrs. Mary Lloyd:

"I write this little 'thank-you' note to say how pleased I am with your choice of coat. The colour is a very nice shade of green. The coat fits me very well and, as you say, can easily be shortened. The cloth is exactly the type I wished for and the style and the price, too. The several 'family critics' all agree that it is a most suitable choice. I shall not hesitate to ask you to choose any garment in future. I am a bit difficult to fit sometimes. Thank you again for your splendid service."

Curtain Call

The Drapery Department comes in for commendation:

A St. Paul, Minnesota, customer who carries a charge account with us, phoned long distance and purchased three pairs of Swiss lace net curtains which were not available in the U.S.A. A good tribute to our Company's service.

It is always a source of pleasure and satisfaction to receive letters like these.

The Furniture Department is in receipt of a letter from the Regent's Park Church W.A., which reads as follows:

"A short time ago we bought some furniture from you for Regent's Park Church manse. We were called upon very suddenly to furnish some rooms, and though our bank account was not very healthy, through your interest and help we feel we have bought well and wisely.

"We want you to know how much we appreciate your services and to thank you so much for same. Our minister and his wife are delighted with everything, and it came at an opportune time, as they were having company for Easter week. On behalf of Regent's Park Church W.A., I would again thank you."

Also to the Furniture Department:

"Thank you very much for the very fine job that was done on our chesterfield and chair, also for returning them so promptly. It is indeed a pleasure to do business with people like you. We have been customers of The T. Eaton Co. for almost 22 years and have always been well satisfied."





Arthur Farrier

40th Anniversaries



Irene Martin

ARTHUR FARRIER

Nothing like having a birthday and a Store anniversary on the same day, but that is what Arthur Farrier managed to do on April 8. He was presented with a Westminster chime clock as a gift of the M.O. Packing, where he has spent his entire service with the Company. A surprise party was held that evening at Arthur's home by his friends in the department.

Arthur was with the 15th Battery, Canadian Field Artillery, in France for three years during the First World War. His birthplace is Cheam, Surrey, England, and he is interested in all sports. He has a daughter, Eileen, with the Stock Audit.

IRENE MARTIN

"Forty years with the Company and still enjoying it," is what Irene Martin has to say about her long record with Eaton's.

On April 3, her anniversary, Miss Martin was presented with a Dresden figurine as a gift from the M.O. Correspondence, where she has been for the last 19 years. Her previous service was with the M.O. Complaints.

The Correspondence, Complaints and Postal Investigation entertained, on March 26, at Moore's in honour of Irene Martin and Mr. J. H. Merrett, head of department. Irene was presented with a handbag and a corsage.

One of the best known and admired gals around the Winnipeg M.O. (and that's taking in a lot of lovely femininity), Irene was born in Winnipeg. Besides belonging to a club in connection with St. Stephen's-Broadway Church, her chief interest is in planning her holiday trips and finding interesting places to visit.

SEQUEL

(Continued from Page Seven)

intendent Hawkins, happily, as President Stan Houston handed him the donation on behalf of Eaton employees

The fund it will help is used for providing extra treats for the boys, such as weiner roasts, field days, model airplane building; also prizes, small rewards for a job well done, a little pocket money or car fare for the boy without parents or whose parents are unable to help him.

Boy Rhymes With Joy!

The presentation took place on Wednesday morning, March 21, when a small delegation from the Assistants' Association drove out to the Knowles School. There they were greeted by Superintendent Charles Hawkins, Mr. Dan H. Young, assistant

superintendent, and a crowd of bright-eyed, cheering boys of all shapes and sizes. Then the fun began!

Eaton driver, Mel Elliott, was quickly surrounded with eager helpers who unloaded his truck in double quick time! How their eyes danced as they lifted off the big console radio; those three big bookcases for their dormitory, the four big husky tables—the kind a stout feller really needs for work or play—those 24 badly needed chairs, too . . . and oh, boy! Look at the games! Hockey games, big shot, crokinole, dominoes, checkers, table tennis, bats and balls—\$50.00 worth all told!

This equipment all unloaded, the visitors went into the office and President Stan Houston presented the \$277.00 cheque to Superintendent Hawkins. While this was going on, the boys gathered outside the door and three ringing cheers rent the air. As the Eatonians glanced through the glass panel of the door at those shining young faces a lump came into their throats . . . "inasmuch as ye have done it unto one of the least of these . . ."



Top Row—Left: John Merrett. Right: Samuel McCallum (left) is congratulated by Mr. F. N. Cowley.

Lower Row—Left: Mary Lloyd. Centre: Elizabeth Sim. Right: William Page.

Congratulations On Your 35th Anniversary

JOHN HENRY MERRETT

"On looking back over the years," said Mr. Jack Merrett, head of department, M.O. Complaints, on the occasion of his 35th anniversary with the Company, March 25, "I found them full of hard work but happy."

Jack served overseas with the 52nd Battalion, Signals, for three and a half years during the First World War. His main interest outside Eaton's is his work with the Salvation Army Citadel.

Born in London, Ontario, he has two sons, Ken and Bert, both married, and three grandchildren.

The actual date of Jack's anniversary was March 25, so when he was presented with a chair on Monday, the staff wished him a happy Easter and happy anniversary and many more of them.

Mr. Merrett, along with Miss Irene Martin, was guest of honour at a banquet at Moore's the evening of March 26. Mrs. Merrett received a corsage, and Mr. Claude Osborne, who recalled the days "way back when," presented Jack with a camera and case as a gift from the gathering.

SAMUEL JAMES McCALLUM

The first hockey team ever to bring the Memorial Cup to the west, the Falcon Juniors of 1921, had as its star defence man 110-pounder Sam McCallum. He was also with the Varsity Grads' World Championship team of 1931. Then when the American All Stars baseball team played an exhibition game in Winnipeg, Sam was one of the pitchers to toss to Lefty Grove. All of which gives you the idea that for a lightweight Sam carries quite a punch.

Sam celebrated his 35th anniversary with the Company on March 29 when Mr. F. N. Cowley, supervisor, Sporting Goods, presented him with a chair, a gift from the staff. Later that evening, 85 members of the department went to the Orange Hall in Norwood for a bang-up dance in his honour.

Married, with a son, Gary James, and a daughter, Patricia Anne, Sam is proud of the fact that his father also spent 35 years with the Company.

Congratulations On Your 35th Anniversary

MRS. MARY (Johnny) LLOYD

"Have enjoyed my 35 years' service with the Company. We are like one large family and happy," writes "Johnny," as she is popularly known, concerning her service.

Johnny, who was born in St. Andrews, Manitoba, has always been in the Women's Coat and Suit Department. She used to enjoy bowling and curling, and is a member of two lodges and a church.

On the date of her anniversary, April 3, Mrs. Lloyd was presented with a pair of candlesticks by Mr. Graham Scrivener, supervisor, on behalf of the department. She also received a corsage of red roses along with good wishes for many more happy years.

ELIZABETH GORDON SIM

March 20 may not have been her 35th birthday, but many of her visitors almost thought this was the celebration when Betty Sim, who was born in Barrie, Vermont, U.S.A., celebrated her 35th anniversary with the Company and the M.O. Staples.

Mr. W. Hogg, assistant, on behalf of the department, presented Miss Sim with a gold wrist watch. He thanked her for her many years of service and spoke of the numerous friends she had made during her time with Eaton's. Girls of the department also entertained Betty at a luncheon in the Grill Room, where she was presented with a brown silk handbag.

Betty Sim has been secretary of the Sunshine Rebekah Lodge for 21 years and is a top-notch bowler with the Eaton League.

WILLIAM SIDNEY PAGE

The glass fishing rod which the Farm Implement Department presented to William Page on his 35th anniversary, April 3, proved a great drawing card. A constant succession of men trooped in to wish Bill a happy 35th and incidentally try a few experimental casts with the super rod.

That evening about 40 of the staff, including some retired members, held a dinner at the Homestead for Bill. He was presented with a tackle box and bait. Mr. W. S. Crooks, supervisor, in making the presentation, remarked that Bill had not been absent except for holidays during his entire 35 years and had very seldom been late. Bill said the fact that he had not been late was due to his wife, who resorted to cold water, if necessary, to get him out of bed. Bill comes from Northampton, England, originally, and besides being an ardent fisherman is fond of hunting and hiking. In fact, any outdoor activity appeals to him.

1921—Thirty Years with Eaton's—1951

Hearty Congratulations to the Following Eatonians Who Recently Completed Three Decades of Service With the Company

MARGARET GALLAHER (M.O. Jewellery)	April 15
SYDNEY S. LAMPRELL (Drapery W.R.)	April 19
BESSIE SMITH (M.O. Exchange)	April 22

Notes By Nurse Lawrence—

Do You Know The Care of Accident Victims ?

If the stricken person is unconscious or complains of headache following a fall or being struck—

1. Notify the nurse.
2. Keep the person quiet. There is danger in moving a patient.
3. Lay him on his back. Raise head and shoulders in most cases; if face is unusually pale, keep entire body flat.
4. Don't rush. You are never at your best when excited.
5. Give no fluids, food or stimulant.
6. Do not try to arouse from unconsciousness by shaking or by other means.

Wheel chairs and stretchers are located on every floor in both Mail Order and Store buildings. Please learn the location of each.





Welcome to the EATON Quarter- Century Club



Top left:
H. G. Jephson

Top right:
D. J. Foster

Centre:
E. L. English (left)
with Supervisor
N. Forbes

Lower left:
F. E. Anderson

Lower centre:
Miss S. Johnson

Lower right:
T. D. Scott



E. LORNE ENGLISH

The morning of his 25th anniversary, March 19, Lorne English found a gaily decorated chariot at the Hargrave Street door waiting for him. He was escorted to the Paint and Wallpaper Department and presented with a ValPack travelling case, which will be very useful when he takes his quarter-century holiday trip by motor to California.

The staff met at Lorne's home the evening of his anniversary and staged a surprise party for him. Mr. C. S. Carswell, group manager, and Mr. R. N. Gregg, formerly of the department, extended greetings to Lorne, when he was presented with a motor rug to keep his wee "Baby Prefect" auto warm on the trip. Lorne is married and has one daughter, Joan.

FRANK EDWARD ANDERSON

"Ed," as he is called by his associates in the Delivery Department, had his 25th birthday with the Company on April 6. Mr. Clayton Tucker, supervisor, Delivery Department, presented him with a power drill as a gift of his associates.

Curling and baseball are hobbies of Ed's, but he much prefers woodworking. He enjoys almost any kind of repair work and especially enjoyed decorating the stalls at the fairs when he went on trips with Eaton horses. He is married and has a daughter, Arlene Ruth Taylor.

Welcome to the Quarter-Century Club

HOWARD GEORGE JEPHSON

An indoor and outdoor man is Howard Jephson, supervisor, Floor Coverings. He claims shooting and golf, cribbage and rummy as his hobbies.

Mr. Jephson's career in Eaton's has been a bit varied. He began in his home town, Winnipeg, in the Floor Coverings, where he was for three years, 1926-1929, then moved to Calgary when the new store opened there. He was in various departments there until 1943, when he came back to Winnipeg as supervisor of the Floor Coverings.

The staff, who had missed him while he was on an overseas trip, were glad that he arrived back in time for them to help him celebrate his quarter century on April 8, and as the Western Floor Covering managers were in town at the same time, it turned out to be quite an affair.

On April 7, Mr. W. Patterson, head of department, presented Howard with a marble-based pen stand, containing a perpetual calendar, from the staff, and 25 roses were sent to Mrs. Jephson. Then on Monday, after a dinner and presentation by the Western managers, they all joined the Floor Coverings staff at the St. Vital Legion Hall for a department party. Altogether over 100 people were present.

Mr. Jephson is married and has two daughters, Shirley and Dianne.

MABEL ELIZABETH COLE

From Bradford, Yorkshire, England, comes Mabel Cole, head of department, Beauty Shops, who celebrated her 25th anniversary on April 5. Her entire service has been spent with the Beauty Shops.

Mabel was presented with a three-piece sterling silver dresser set by the staff, and they held a luncheon for her at The Homestead on April 4. Besides many individual gifts, she received a bouquet of red roses from the staff and another bouquet was sent to her from the Toronto Store.

As for clubs, Mabel is a life member of the Winnipeg Canoe Club, she belongs to the Professional and Business Women's Club and the Winnipeg Winter Club, where she swims. She has a daughter in Montreal, Mrs. R. F. Bowden, and two grandchildren.

SIGRID JOHNSON

Sigrid Johnson, who joined the Eaton Quarter-Century Club on April 7, is very proud of her Icelandic background. She was born in Reykjavik, capital of that little country that has produced so many fine citizens for Manitoba.

When her family first moved to Canada they farmed at Lonely Lake in Northern Manitoba. Later Sigrid came to Winnipeg and joined the staff of the Lingerie Department, Corset Alterations section.

The department held a party in her honour in the Oak Room of the St. Regis Hotel, where she was presented with a wrist watch to mark her quarter century. Sigrid also received from friends many individual gifts on her desk the morning of her anniversary.

FLORENCE EMILY FLETCHER

A special day for Florence Fletcher, of Cardiff, Wales, occurred on March 22 when a gaily dressed guard of honour made of tailors' dummies lined up in the Shirt Factory to greet her on the occasion of her 25th anniversary with the Company.

Her gaily decorated table was laden with gifts, including a wrist watch and costume jewellery from the staff of the Shirt Factory, where she has been for all her 25 years. Florence is interested in golfing and bowling.

THOMAS DAVISON SCOTT

The M.O. Packing wished Tommy Scott "many happy returns" on his 25th anniversary, which occurred on April 8. He was presented with a gladstone bag as a gift from the staff.

Tommy spent 23 years with the M.O. Money Returns before moving to the Packing, and was overseas for four and a half years in the Second World War. He served with the Third Canadian Anti-Aircraft Regiment.

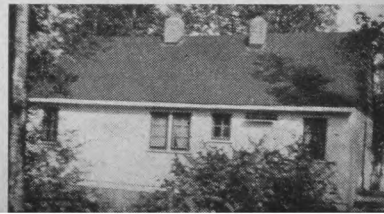
Bowling and baseball are Tommy's main interests, and he is a former president of the Eaton Softball League.

DOUGLAS JAMES BENJAMIN FOSTER

"Favourite hobby is fishing and my summer cottage at Brereton Lake, which I took time out to build when the fish weren't biting," writes Doug Foster, head of department, M.O. Carpets, who celebrated his quarter century on April 6. (Doug sent along a picture of his cottage in the Whiteshell.)

The M.O. Carpets presented him with a leather Pakaway bag, and 25 red roses were sent to Mrs. Foster. The department held a party for him at the Norwood Credit Union Hall on April 6, where messages and telegrams of congratulation from east and west were read.

Doug, who comes from Moira, Ontario, is married to the former Marguerite Oakden from the Contract Office. He is a member of the Elmhurst Golf Club, Canadian Club, Augustine Church session, and Fort Garry Lodge No. 130, A.F. and A.M.



EATON Trans-Canada Sale!



Two-Day PREVIEW
and Advance Shopping
Employees and Their Families

DONALD STREET ANNEX

THURSDAY - - - - APRIL

8:30 a.m. to 5 p.m.

FRIDAY - - - - - APRIL

8:30 a.m. to 4:30 p.m.

SEE THE LIST OF DOOR PRIZES ON FA

Read the Big 24-page Flier Packed with a
Savings for Yourself! Your Family! Yo

*Bringing Savings That Aggregate
Many Thousands of Dollars in
Every Eaton Store Across Canada*

\$600⁰⁰ in Preview Door Prizes for Employees

Admission to the **Trans-Canada Preview** and advance selling for employees and their families will be by ticket only. Every employee visiting the Preview is eligible to compete for an attendance prize. Those whose names are drawn will be asked to answer a simple question.

HERE ARE THE PRIZES:

First Prize.....	\$100.00	Third Prize	\$50.00
Second Prize	75.00	Fourth Prize.....	25.00
Seventy Prizes of \$5.00 Each			

All in good hard cash, too, folks! So drop your stubs in the container at the Preview and good luck to you!

REVIEW

**Shopping for
Their Families**

ET ANNEX

- APRIL 26

5 p.m.

- APRIL 27

1:30 p.m.

IZES ON FACING PAGE

**acked with a Windfall of
Family! Your Home!**



This Is Canada's Greatest Sale of the Year! What Does It Mean To You? Your Families? Your Friends?

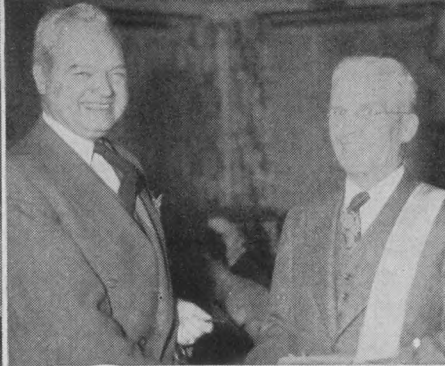
With summer on the threshold, vacations coming up, a hundred-and-one needs from fashions to furnishings, it means that . . .

Eaton's huge buying organization, at home and abroad, has combined and co-ordinated in all its resources to bring together vast quantities of new, attractive, sale-priced merchandise.

Even more significant savings are apparent on many Trans-Canada Sale items which have shown price increases since the merchandise was specially purchased by our buyers months ago!

WE KNOW YOU'LL DO YOUR PART!

On Monday, April 30, and Tuesday, May 1, the Big Store will present this most outstanding sale of the year to the Winnipeg public. . . . Like true Eatonians, let us rally on the selling front to give shoppers the kind of service that these great values deserve—the kind of service that has won fame for our Store all over the American continent. Thank you, Eatonians!



So Long, Old Timers!

Four more old friends bid us good-bye as they leave us to start their life of leisure. Good luck, good health and happiness.

W. M. PATON (top left), M.O. Packing, retired March 21 after nearly 39 years with the Company. He received a chair as a gift from the department.

FREDERICK HARRIS (top centre), Grocery Packing, received a well-filled wallet as a gift from the department. Mr. G. B. Douglass, supervisor, made the presentation in honour of Fred's retirement after nearly 32 years with the Company.

ROBERT RUNDLE (top right), Basement Meats, retired March 21 after 20 years with the Company. Mr. W. Hodgson, supervisor, presented Bob with blankets as a gift of the department.

J. DeMONTIGNY (lower left), M.O. Packing, retired on March 17 after 40 years with the Company. He was presented with a mantel radio and smoking stand.

LAST CALL FOR ENTRIES!

EATON EMPLOYEES' HOBBY SHOW

JUNE 16th — JUNE 23rd

SEVENTH FLOOR ASSEMBLY HALL

Open to All Employees and Retired Eatonians in the Winnipeg Area

\$400.00 in Prizes

IMPORTANT!

All those who sent in entries for the 1950 Hobby Show (which was cancelled because of the flood) **must send in new entries to compete in the 1951 show.**

Entry forms may be obtained at your Department Office or from
W. Boston, Fancy Goods Department.

Entries Close Saturday, May 5th

Eaton Badminton Club Holds Annual Tournament



Back row—B. Peters, K. Restner, M. Martin, L. Vining, M. MacPhail, T. MacDougal, L. Grendys.

Front row—H. Esner, I. Hanna, S. Hansen, N. Bell, L. Phillips, G. Martin, E. Thrush, E. D. Farrington.

Left—Noreen Bell.

Right—Isabel Hanna.

The annual tournament of the Eaton Badminton Club took place on April 4 at the Y.W.C.A., where a "slashing" good time was had by all.

Isabel Hanna emerged again as grand champion of the club and winner of "A" Class singles, and Eileen Thrush as winner of the "B" Class singles. The two combined to win the ladies' doubles. Consolations were won by: Lillian Phillips, "A" Class; Grace Martin, "B" Class; and Lillian and Grace joined to win the consolation ladies' doubles.

Prizes will be presented at the badminton wind-up to be held on May 14. It will take the form of a banquet and dance at the Marlborough Hotel, and a good attendance is expected. Don't forget the date, May 14, and we will look for you.

WINS FESTIVAL HONOURS



Rosemary Anne Roberts

Delivery Honours DeMontignys

The mail drivers had a surprise party for Joe DeMontigny at his home on March 17, the date of his retirement. The party was organized by Johnny Dyck and refreshments served by Johnny McRae. Altogether 18 drivers and their wives were present. During the evening Mrs. DeMontigny was presented with a mixed bouquet of spring flowers. Joe received a mantel radio as a gift from the staff and a smoking stand from the M.O. Cash Cage staff, also a pipe and tobacco from other staff members.

Jeanette Rosemary Anne Roberts, 8-year-old daughter of Dennis Roberts (Men's Clothing), was awarded 87 and 85 marks for her singing in the Manitoba Festival over 52 contestants. Adjudicator Albert Howe lauded her clear voice and happy approach with natural and expressive singing. A promising singer and actress. Congratulations, Rosemary; small wonder daddy's vest buttons are popping!



SPRING BRIDES

(Reading up from lower left)

Thirteen Joyous Brides Starting Their New Lives With the Spring of the Year. Here's Health and Happiness To You

1—HAZEL ROMANS (General Office) became the bride of Robert Trenchard at Norwood United Church on March 10. The departmental gift was pillows and linen, and the girls of the staff gave her a mirror and boudoir lamps at a shower in her honour.

2—CAROL TOMLINSON (M.O. Children's Shoes) was married to Allan Grant at St. Alphonsus' Church on April 7. She received a table lamp as a gift of the department and the shower gift from the staff girls was a chenille bedspread.

3—DAGNEY PEARSON (M.O. Salesroom) was married at St. Peter's Church on March 10 to Gordon Rosenthal. The gift from the department was a pair of blankets. She received a shower gift and a canister set from the girls on the staff.

4—THELMA JONASSON (M.O. Money Returns) married John Anderson at the manse of the Icelandic Lutheran Church on March 24. The girls on the staff gave her a sandwich grill and a waffle iron.

5—IRENE BEER (M.O. Draperies) became the bride of Thomas Ross Morrison at St. Mark's Anglican Church on March 28. Irene received a featherweight iron from the department and a pair of woollen blankets as a gift from the girls on the staff.

6—HELEN BOBYK (M.O. Salesroom) married Henry Metzler at Christ Evangelical Lutheran Church on March 31. The departmental gift was blankets, and the girls on the staff gave her a waffle iron and canister set.

7—ELLA BROWN (Supply Office) was married to Bob Gullen in Chicago in April. She received a train case from the department, and was guest of honour at a breakfast in the Grill Room on March 29.

8—JOYCE WILL (Piece Goods) was married in St. James' Anglican Church to Robert Gallaher on February 10. She received a wool bedthrow and pillowcases from the department and linen as a gift from the girls.

9—DOREEN LAMB (Second Floor P.O.) became the bride of William Moss at the minister's home on March 24. She received blankets and pillowcases from the department and was guest of honour at a miscellaneous shower held at the home of Mrs. S. Ferguson on March 19.

10—IONA ELCOMBE (Toy Department) married Clifford Elmer at St. Mark's Church on February 23. The departmental gift was blankets and the girls gave her sheets and pillowcases at a shower held in her honour.

11—MARY MICHALECKI (M.O. Exchanges) became the bride of Rudy Kruch at St. John Cantius Church on April 12. The bride received a bedroom rug as a gift of the department, and was guest of honour at a miscellaneous shower held by the girls on the staff at the home of Vi Benner on March 3.

12—JOYCE MUNN (M.O. Packing) was married to Kenneth Fenstad at Our Saviour's Lutheran Church on February 24. She received a lamp from the department and blankets, a kettle and Revere ware at a shower held by the girls on the staff.

13—EILEEN BURNETT (M.O. Money Returns) married Al Winter at Regent's Park United Church on April 6. She was presented with a linen tablecloth as a gift of the department, and all-wool blankets were given to her at a shower held by the girls on the staff.

They "Engineer" a Party!



The Engineers' "League of Nations"

Top Right—Mr. Alex Bowman, head of department (left), introduces the retiring members who were guests of honour: Bill Kent, Dave Ruiz, Albert Oberdan, John Verhoef, Jim McMullan. (Quite a league of nations here—England, Spain, France, Holland and Scotland!)

Lower Right—The gentleman with the clenched fist is Bert McLeod doing his stint calling off the social one-step.

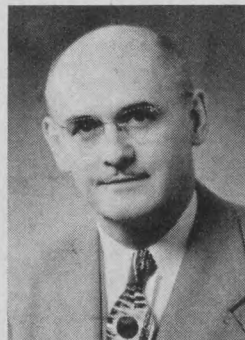
One hundred and sixty engineers, elevator operators, power house men, electricians, fire inspectors, with their wives and sweethearts, literally bulged the walls of the St. Vital Legion Hall on Saturday, March 24, when they entertained in honour of several of the members of their staffs who have recently retired or are about to retire.

Mr. Alex Bowman, head of department, presided. He introduced the guests of honour: Bill Kent, Dave Ruiz, Albert Oberdan, John McMullan and John Verhoef.

There were square dances called by Bert McLeod, prizes for spot dances and door prizes. The dancing was followed by a buffet supper. Thanks are offered to the committee in charge for their efforts which produced such a superlative evening.

Eaton Curling Club Elects Len Wimble for President

At the annual meeting held Monday, April 9, in the club rooms, the retiring president, Mr. Clayton (Jim) Tucker, expressed his appreciation to the curlers and the executive committee for their co-operation in providing a most successful season. Prexy Jim Tucker was in turn given a vote of thanks by the meeting for a job well done. Leonard Wimble, head of department, Printing, was then elected president. Mr. Wimble's flair for organization and his keen sportsmanship will be a real asset in directing the affairs of our big Curling Club.



Leonard Wimble, President

Officers for 1951-52

Past President.....	C. Tucker	2nd Vice-President.....	S. Hives
President	L. Wimble	Treasurer.....	G. E. Ramsay
1st Vice-President	J. Newton	Secretary.....	Wm. Hall



CURLERS' BIG NIGHT!

Top Row, left to right—Bob O'Dowda, hon. sec.-treas., M.C.A.; Jens Nissen, Drayton, N.D.; Ross Wright, president, M.C.A.; Lorne Stewart, of Roy Forsyth rink; Roy Forsyth, skip.

Second Row—Left: President Jim Tucker. Centre: Mr. R. M. Pinfold presents McGee Memorial Trophy to Skip Jim Graham. Right: Bob Laidlaw introduces guests.

Third Row—Left: Jack Morrison lauds the M.C.A. Centre: Mr. Pinfold presents runner-up award to Skip Stan Cameron. Right: Earl Ramsay proposes toast to sister clubs.

Fourth Row—The Haymakers were a program highlight.

Curlers' Wind-Up Is Brilliant Affair

McGee Memorial Trophy is Presented to Jim Graham, Jim McClure, Jr.,
Ken Gibson and Ralph Walker

Flashes of wit and eloquence from top brass of the Manitoba Curling Association, the Roy Forsyth rink (Manitoba's representatives in the Dominion championship) and other speakers added lustre to the annual dinner of the Eaton Curling Club, Monday evening, April 2, in the Fort Garry Hotel. President Clayton (Jim) Tucker was chairman and welcomed the gathering of over 200 curlers present; while Vice-President Bob Laidlaw introduced the honoured guests: Messrs. Ross Wright, president, Manitoba Curling Association; Bob O'Dowda, hon. sec.-treas., M.C.A.; Jen Nissen, president, Past Presidents' Association; Roy Forsyth, Lorne Stewart, Alastair McDiarmid, Art Meers, Manitoba champions; and from Eaton's, Messrs. R. M. Pinfold, assistant general manager; A. H. Young, M.O. superintendent; J. A. Snowden, A. D. MacDonell, W. L. Palk, H. A. Steele, Jack Morrison, past president, Eaton Curling Club; Bob Laidlaw, vice-president; Len Wimble, 2nd vice-president; Earl Ramsay, treasurer, and Bill Hall, secretary.

Speeches were refreshingly brief but spiced with wit. Chairman Tucker set the tempo. Packed into his short address were the year's accomplishments; his thanks to the Company for their splendid support,

also gracious tributes to the Paint Shop, the icemaker and others. He also thanked the press, to which Johnny Buss and Scotty Harper replied.

Jack Morrison paid tribute to the Manitoba Curling Association, and Ross Wright, the president, brought the house down with his witty reply.

Earl Ramsay, in a dual role, toasted the sister clubs and the Roy Forsyth rink. Jens Nissen, of Drayton, N.D., president of the Past Presidents' Association, replied for the clubs, while Roy and Lorne Stewart did the duties for the Manitoba representatives at the Dominion championship at Halifax.

The Graham rink, Eaton champions, was presented with the McGee Memorial trophy by Mr. R. M. Pinfold, assistant general manager, who also presented prizes to the Cameron foursome as runners-up. The club championship award was presented to Eric Moore by Mr. W. L. Palk, while group prizes were presented by Mr. J. A. Snowden, Mr. A. D. MacDonell and Mr. H. A. Steele.

On the Entertainment Side—During dinner, "Ace" Mitchell's silvery baritone led the community singing and a short variety program, directed by Ernie Fletcher, ended a top-flight evening.

Reclaims Watch After 38 Years

Our thanks to Mr. E. G. Sherwood, Advertising, Eaton's, Prince Albert, Sask., for sending this interesting newspaper clipping:

Nearly 40 years is a long time to remember what a pocket watch looks like, even one which you once owned, but Bob Mugford, of Lintlaw, just recently received his watch back after being in the repair shop at Eaton's in Winnipeg for more than 38 years.

In December, 1912, Bob was taking a trip to England to visit relatives. While in Winnipeg, en route, he took his watch to Eaton's to be repaired, so he could have it for the trip. The watchmaker told him it would be a few days before the repairing would be completed.

Unfortunately Bob had to leave Winnipeg the next day to catch the boat for England. He had been given a ticket for the watch, so he decided he would pick it up on the return trip. However, when he did return, funds were short, so he refrained from calling to get it, thinking he would be able to send for it later on, but time went by

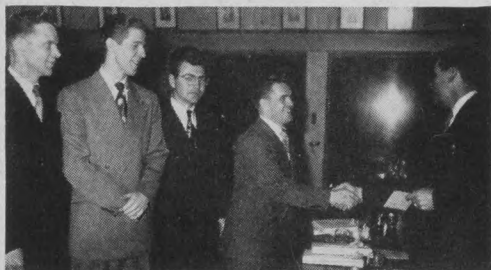
and he felt reluctant to send for it after so many years had elapsed. He was prepared to forget all about it.

While reading an old country paper just recently, Bob read an item there which told of a man having got his watch back after a good many years in a repair shop.

Bob mentioned this to a neighbour and told him about his similar case, only he hadn't received his watch. The neighbour suggested Bob should write Eaton's and ask for his watch, but he again felt reluctant to do it, so his neighbour wrote for him and sent the number which was on the ticket (which Bob had carefully saved all those years).

The return mail brought a letter from Eaton's asking for the ticket. They also stated they had an unclaimed watch which had been there for many years. The ticket was returned and the watch was sent to its owner.

Bob declares it is identical to the watch he left at Eaton's in Winnipeg on that December day in 1912.



Despatch Curlers Wind Up Grand Season

A rollicking evening of song, entertainment and presentation of prizes was run off by the Despatch Curling League on Wednesday evening, March 21, at the Fort Garry Rink. Retiring President Harry Shimmens was at the controls, and George Douglas led the community singing. An instrumental trio—Tom Laidlaw, piano; Ken Hanson, guitar, and Alex MacKenzie, piano accordion—kept a lively tempo throughout the evening.

The Prize Winners

Mr. Jim McClure presented the McClure trophy to Skip E. (Siggie) Sigvaldson, K. Merritt, S. Derragh and N. Willingham. It was the Sigvaldson crew's second successive year to win the trophy.

Mr. McClure spoke with pride of the fine sportsmanship displayed by the Despatch League. He also paid Skip "Siggie" a warm tribute for his gentlemanly attitude as a curler. "He always places his opponent's rock in the hack . . . is ever pleasant and smiling."

"A" Group prizes were presented by President Harry Shimmens, "B" Group by Bill Hurlburt, while Bill Evans—who nearly won the McClure trophy himself—presented the consolation awards.

Man-size refreshments ended an evening of solid enjoyment for these gentlemen curlers who are drawn from many sections of the big Store.

OFFICERS ELECTED FOR 1951—President, P. Milne; vice-president, J. Paisley; treasurer, J. Seaborn; secretary, A. Ingram; ice, J. Gillies; entertainment, Al Scott.

DESCRIPTION OF PICTURES

Top Row—Left: "B" Group winners, L. Taylor, lead; B. Mathers, 2nd; L. St. John, 3rd; J. Sculthorp, skip. Centre: Mr. J. McClure presents the McClure trophy to E. Sigvaldson, skip, and S. Derragh. Right: Some of the merry-makers.

Second Row—Ken Hanson, "geetar"; Tommy Laidlaw, piano; Alex MacKenzie, accordion.

Third Row—President Shimmens presents prizes to "A" Group winners: Art Denton, 3rd; Bert Maunders, 2nd; Don Atkins, lead; Pat Milne, skip.

Fourth Row—Bill Evans presents prizes to the consolation winners: Bill Scott, 2nd; D. Aikens, lead; Gord Quinn, 3rd; Pat Donaldson, skip.

The Paint Shop Party

The Paint Shop curlers had their annual wind-up on April 6 at the newly decorated Winnipeg Flying Club. Wives and sweethearts were invited and all turned out for a gala evening.

After a short talk by President Sam Hives, Mr. Bert Mitchell, acting as M.C., presented the quartet, consisting of Jack Newton, Jack Morrison (head of department), Jim Jenkins and Don (Oklahoma) Kirkland, who rent the air with their melodious singing.

Mr. A. Murray, supervisor, presented the prizes won by Sam Hives' group, and to club champion, Johnny Young.

Dancing, with balloons and spot prizes, was the next item on the agenda. The evening finished with refreshments, served by Walter Fogg and Bill Falls in full waiters' regalia, false nose and moustache included.



Bowling News



PIN-BOY CHATTER

By Al Beavis

HEADING FOR THE FINALS!

As we hit the press this month it's just about all over as far as this series is concerned, and everyone is anxiously looking forward to the big roll-off night, April 24, and also the big wind-up on April 28.

I think all will agree that the bowling season of 1950-51 has been a big success as far as good sport, relaxation, fine entertainment and those qualities that tend to good fellowship are concerned. We've all made new friends, have had a lot of fun, had good (or bad) bowling, thrown a few head pins and gutter balls—and are looking forward to another year of the same in 1951-1952.

The final roll-off berths are pretty certain in some divisions but strongly contested in others. To date, this is what it looks like:

Division One—Set-Ups were still the leaders with 17 wins, 7 losses; Jay Dees were next with 15 and 9, followed by Sparklers, 14 and 10; Nomads and G.O. Joes, 12 and 12 each. Top scores of the month were: Bill Adams, 819, 737; Lloyd Waddell, 737; Vera McCaw, 761; Art Wright, 718; Bill Liver, 726, 690; Bob Clarke, 652; Mary Matthews, 651; Jack Merrett, 682, and W. Mills, 659.

Division Two—Skippers are away ahead with 17 wins, 7 losses, while Greenettes and Red Hots follow up with 13 and 11 each. Capitals and Drivers are next. Ernie Wall led the scorers with 805, 708; closest to him were Bill Maskell, 752; George Robinson, 704; Marg Jones, 662; A. Inglis, 655; George Bennett, 692, and B. Wold, 644.

Division Three—Winsomes and Jokers are two games ahead of the Raiders who have 15 wins, 8 losses. Wal Bees and Eagles are next in line. J. Brodie has held the limelight in this section with scores of 758, 649. Those hitting the 600 circle were: W. Hogg, 613; A. Farquhar, 680; G. Quinn, 690, 672; G. Wallace, 645; A. Beavis, 638; J. Green, 620, and K. Dorge, 675.

Division Four—Monarchs hold a slim lead of one game over Seven Ups, Vikings and Peepers, who have 14 wins and 10 losses. Rovers are nearby with 12 and 12. Ed Oliver bowled a nice 693 (253, 279); Anne Solalatchi, 661; Doug McPherson, 681; Bob McQuarrie, 650; Marion Waldie, 641; Jean Ward, 633, and Jacqueline Bond, 632.

Division Five—Last year's champions, the Wiggetts, are three games ahead of Merrimacs (15-9) and five over One-Thirteens (13-11). Frank Crossley was tops with 701, also Stan Smith, 738. Bob Shusterove was still in there pitching with scores of 617, 654.

Division Six—Here another battle royal was in progress with Jeeps 15-9 over Split Atoms, Eurekas and Budgeteers, all with 14-10. Teleco's had 13-11. High score of 776 was by T. Ings, and the next by a lady of the section, A. Ellis, 754. Also bowling well were N. Hawkhead, 748; E. Westman, 739; B. Buckboro, 717 (351); J. Miller, 626, and C. Whitehead, 647.

Division Seven—Rip Saws seem to have this one in hand two games over Try Hards. Westerners were five games down. Only scores reported were: A. Grant, 733; Cy Napier, 690; M. Duncan, 579; B. Kent, 637, and H. Brown, 594.

Division Eight—The Aristocrats were still slugging it out with the Meteors, each having won 20 games; Selects had 19 and Dustpans 18 wins. Top scorers were: E. Craig, 630; D. Clague, 609, 657; F. Spice, 672; Albert Cable, 682; Ewan McFadyen, 656; B. Donnelly, 684; George Huntington, 642; Bill Southwood, 640; John Lemmen, 628, and F. Grassick, 641, 771.

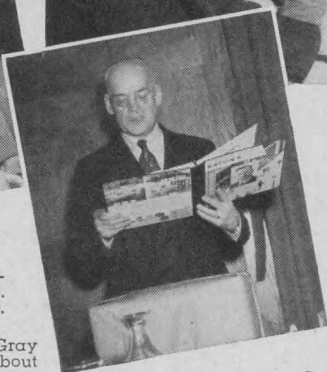
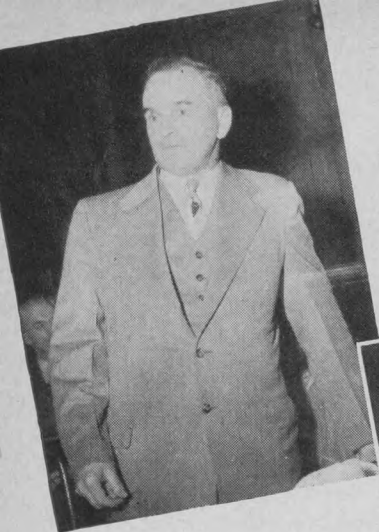
Division Nine—Rockers, with 23-13, were two games up on Admirals (21-15) and three on Walk Rites (20-16). Dick Wright was high bowler with 670; Reg Stevenson next with 640; Frank Walker, 611; Ted Davis, 611, and Norm Wasyluk, 609.

BE GENUINELY INTERESTED IN EACH NEW PERSON YOU MEET

According to psychologists, we remember best those things which we want to remember. Unless you are truly interested in other people, unless you really want to make new friends, you certainly will not remember names.

Stop and think before you say, "I can never remember names." Perhaps what you are really saying is, "I'm pretty smug and self-satisfied. I'm far more interested in myself than in other people."

When you can meet a person you haven't seen for years and greet him by name, you have taken the first big step into a new world of friendships and wider opportunities.



Top—left: Mr. J. H. Merrett. Centre: Mr. A. H. Young (left) and Mr. A. L. Osborne.

Lower centre: Mr. Bill Gray reads his brochure about Mr. Osborne.

Songsters Sutherland, Kent, Dodds and Brown.

Mail Order Night at The Fort Garry

The Honoured: **Angus L. Osborne**, Supervisor, M.O. Merchandise Office
John H. Merrett, Head of Department, M.O. Complaints

Thursday evening, April 12, was again Mail Order night—that enjoyable institution wherein the Mail Order management, having saved up their current anniversaries, celebrate them with a joint dinner party at the Fort Garry Hotel. The one we are reporting had but two guests of honour, Mr. Angus Osborne, whose 45th anniversary with the Company was an event of January 23, and Mr. John Merrett, who completed his 35th year with Eaton's on March 25. However, as the chairman, Mr. A. H. Young, put it: "I don't know of any two men who have done a better job for the Mail Order."

Among those attending the dinner were: Messrs. G. M. Eaton, R. M. Pinfold and W. J. McKeag, while Mr. R. S. McCordick also dropped in to extend his congratulations.

During dinner, Bruce Sutherland's powerful baritone led the song fest, with impromptu solo numbers by Tom (Furniture) Brown and Albert (Customs) Kent. By popular request, Tommy (Paints) Dodds sang a ballad specially authored for the occasion by Bill (M.O. Ad.) Gray. It proved such a hit that Messrs. Brown, Kent, Sutherland and Dodds decided to make it a quartet. Harold Price proved a skilled and resourceful accompanist. Dedi-

cated to Angus Osborne, the hit parade number led off with: "I think that I shall never see a catalogue that pleases me."

Watchdogs of the Eaton Guarantee

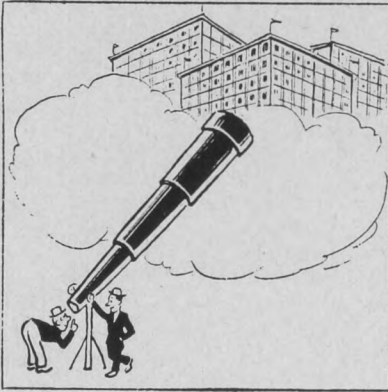
In his tribute to the two guests of honour and their combined contribution of 80 years with the Company, Mr. Young said: "Looking back, one realizes how the Mail Order business has grown and developed during the service of these men. In their early days they wrote labels by hand and even licked stamps. Angus Osborne started in the Shipping and on through Exchanges, Copying and other channels. Here he had gained knowledge that was a great help to him in putting in a system of much value to the Company.

"During Jack Merrett's 35 years with the Company he had developed into an expert in his field of Mail Order Complaints. Thus," added Mr. Young, "we have Angus Osborne who continually keeps us living up to the Eaton guarantee and Jack Merrett looking after the customers' interests after the goods are purchased." Mr. Young then presented both men with caddy carts as tokens of affection from the gathering.

"Lafayette, We Are Here!"

Following brief responses by both men, Bill Gray read from a brochure which he had written around the migration of young Angus Lafayette Osborne from Upper Canada to the Western frontier with his father. Both story and song, as it closed with these historic words: "Lafayette, we are here!" it brought down the house. Yes, sir, this one was quite the best in a long list of topflight Mail Order nights at the Fort Garry!

WHAT'S GOING ON -



AROUND HERE?

BASEMENT STORE

Meats

March 19 was the evening chosen for a stag at the home of Mr. and Mrs. Kuhn, to whom we extend our hearty thanks, in honour of Bob (Roy) Rundle, who retired March 21. The lads from the Basement and Third Floor Meats got together and made it a bang-up send-off to the honoured guest. Mr. W. Hodgson, supervisor, presented Roy with a gift and wished him good luck in the years ahead. Refreshments were served and a sing-song held. A special treat was the splendid solo sung by Shirley Kuhn, ably assisted by her sister, Florence. We were thrilled, girls. Thank you.

The morning of the 21st, Roy received a chair from Mr. W. Hodgson, supervisor, as a gift from the staff, and also a wallet from the women of the department.

Belated congratulations go out to our own Tommy Taylor on the birth of a grandson. Tom is delighted with the new pride of the family, a real boy, says he.

The department gathered together on Booster Night to see "our boy" perform with the Store "All Stars." Davie (Rocket) Gray played a stand-out game and sent most of us home with tongues wagging. What a guy! New York Rangers next, Dave?

Grocery Packing—By A. Saunders

Fred Harris, who was born in England and had been with the Company nearly 32 years, retired on March 21. In his honour a dinner was held at The Homestead on March 20, where Mr. G. B. Douglass, supervisor, presented him with a well-filled wallet and Mrs. Harris with a corsage of roses, from the staff. After a very pleasant evening, the party broke up singing "Auld Lang Syne." Mr. Harris plans to spend his leisure fishing and gardening at his new home in Vancouver.

Men's and Boys' Furnishings

Glad to welcome Bob Adams, formerly of the Budget Plan, to our department. We all hope his stay here will be a happy one.

MAIN FLOOR

Jewellery—By T. R. Bennett

Mary Patricia Barlett left April 11 and was married on April 14 at Young United Church to Edward Harris. The department presented Mary with linen, and the girls on the staff held a miscellaneous shower for her at the home of Mrs. Lillian Johnston.

Gladys Stanley is away ill, as is Marion Parker. We hope to see you both back at work soon, girls.

Emilie Ziernski nearly blinded the staff with the new sparkler she is wearing. The lucky man is Ray Brodwich.

Our best wishes for success to Eveline Mascall, who has left us for the Educational Office.

Books and Stationery—By M. Laughton

Two new diamonds have arrived recently. Iris Hetherington (Bridge) is sporting one, presented by Ron Hodges, and Joyce Carpenter (Pens) received hers from Denis Valcourt. Best wishes, girls.

We are glad to welcome Miss N. Yeddeau back to work and to know she is so much better. Still away ill are B. Porubanec, A. Hodge and I. Livingstone. We hope they will be back soon.

Notions

We are glad to hear that Nan Allison and Phyllis Mutton, who have been on the sick list, are getting well and will be back with us before very long.

Best wishes to Roseen Clark, who left to become the bride of Ed Durback on April 14. Before leaving she was presented with a mirror from the staff.

Men's Furnishings—By Marge McRae

Best wishes to Verla Brown, who is wearing a lovely diamond presented by Lester Barr.

We understand the big day (May 7) will soon be here for Arnold Peabody, who is to marry Audrey Cullen (Stoves). Best wishes to you both.

We are glad to welcome Eddie Johnston back after his recent illness.

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SECOND FLOOR

Fancy Goods—By M. Deacon

Esthern Eunson received a beautiful diamond from Gordon Cook. Wedding bells in August. Best wishes to you both.

* * *

THIRD FLOOR

Meat Department Tidbits—By Annette Derkach

We had another letter from our soldier boy, Kelly, from Korea, to say he had been in the hospital for a few days. Glad to hear you are better, Kelly.

A big hello goes out to Harold Bentley, who is still away ill, from each and every one of us. Get well soon!

* * *

FIFTH FLOOR

Shoe Mutterings

The latest addition to the Cable family is William Gregory, who made his appearance on February 9, to be a brother for Patricia Lynne. He weighed in at 8 lbs. 2 ozs.

The girls of the staff held a luncheon on March 28 at The Homestead in honour of Pat Wallace, a bride of April 12. The guest of honour was presented with a steam iron.



Desire Belanger, the Grand Old "Irishman," Has 30th Anniversary

Over 50 of Desire's friends, including staff and some retired staff, Men's Furnishings, met on March 14 in the Rose Room at the St. Charles Hotel for a dinner and dance in honour of his 30th anniversary. Chairman was R. G. Gregory, assistant. Jerry Cain, head of department, presented Desire with a gift from the staff. The morning of his anniversary he received many telegrams of congratulation, including one from A. G. Pryce, supervisor, from the old country.

Grill Room Products—By M. Hutcheson

Stella Sadowski (Basement Luncheonette) left on April 2 to be married to Stan Sobiech. She was presented with a chest of silver from the department and a tea set as a shower gift from the girls in the section. The wedding took place April 7 at Holy Ghost Church.

Rose Wilson (Bakeshop) celebrated 30 years with the Company on March 21. She was presented with a handbag from the Bakeshop staff.

Jessie Pauls, section head of the Restaurant Bar, fifth floor, returned after a lengthy illness just in time to let her assistant, Alice Grahame, leave to have her tonsils out.

In honour of Madeline Sleavin, bride of April 21, the office staff held a shower at The Homestead April 9. Madeline was presented with a corsage and torchiere.

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SIXTH FLOOR

Carpets Calling—By Gladys McLean

Congratulations to Mr. and Mrs. Stan Ayres on the arrival of Stanley Douglas, 7 lbs. 15 ozs. Mrs. Ayres was the former Donna Peterson of the Sales Audit.

We are sorry to report that Mrs. Beattie, of the Mat Section, spent a few weeks in the General Hospital, but glad she is home again and coming along nicely. Hope to see you soon.

Welcome back to Mrs. Purse. Glad you are feeling better.

Welcome to Mr. H. Kasmunik, a former Edmonton Eatonian, who has joined our staff.

Hob Hiscox left our Economy Section, March 24, and was presented with a gift from the boys.

General Office News

By Irene Adam and Wilma Cole

Before Barbara Carr left to make her home in Vancouver, the girls presented her with a long-playing record of Chopin waltzes.

Pat Scott left March 31 and was presented with a set of jewellery.

Audrey (Tess) Charnley left April 11 to become the bride of Russell Shelton, April 17, at Young

Twenty-Eight

United Church. Tess received a bedspread from the department, and the girls held a luncheon in her honour at The Homestead, where she was presented with Gleneaton wear. Good luck to you both.

Glad to see Ruth Ritchie back after such a long absence.

Congratulations to Miss Shirley Anderson, Executive Offices, who is wearing a beautiful diamond, presented to her by Mr. Lindsay Cleghorn.

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SEVENTH FLOOR

Wages Office

Congratulations are in order for Mr. and Mrs. Neelands on the birth of their daughter, Susan Elizabeth, February 25.

Our best wishes also go to Jean Eaton, who married William Spence in St. James' Anglican Church, February 17. All the best, Jean.

Budget Plan Patter—By B. Aimer

It is with deep regret that we report the passing of Jack Millar's wife, Gwen, March 15, at Grace Hospital. Our heartfelt sympathy is extended to Jack and his small daughter, Marilyn.

Bob Adams, who recently left our department for the Basement Store, was presented with a sports shirt, tie and golf balls.

Ann Lobchuk was the recipient of a Ronson lighter when she left us, and Bart Jenner received a handsome wallet when he departed on April 7. Donella Fawcett received a beautiful jewel box on her departure. Lorne Taylor and Betty Hauser have also left our ranks. Good-bye and good luck to all.

"Hey! Bring on the chow!" says Marshall Leonard, 7 months, son of Laurie Clark, Basement Store. Mommy was Shirley Andrew, Parcel Inspectors. Bob Clark, Western Buying, is the proud granddaddy.



EIGHTH FLOOR

Picture Framing

Mr. P. F. Morgan has had three pictures accepted for hanging in the 1951 First Crossroads All-Canadian Salon of Pictorial Photography at Edmonton. Congratulations.

Women's Dress Alterations—By A. Fedorak

We welcome several new members to our staff. We trust that you all will enjoy your association with us.

One of our office girls, Junette Lutz, has been moved to the Music Department. Best of luck, Junette.

We are glad to welcome back the girls who have been on our sick list.

A miscellaneous shower was held for Nettie Loewen by her associates on April 14 at the home of Miss Minnie Janke. Nettie was married to Eric



The girls from the Foundation section of the Lingerie Department at a party held for Sigrid Johnson in honour of her quarter century.

Guenther, of Grunthal, Manitoba, at Grunthal Church on March 25. Our best wishes for your future happiness, Nettie.

IN THE MAIL BAG

SECOND FLOOR

M.O. Packing and Shipping

By C. Ridgedale and G. Burton

Two new diamonds are sparkling in the department this month. Pat Findlay received hers from Richard Woodfall, and Sadie Reimer's was presented by John Dyck. Best wishes to you all.

Congratulations to Mr. and Mrs. Dave Miller and to Mr. and Mrs. LaPlante on the birth of their sons, April 11.

Members of the billing office staff held a dinner at Moore's on March 20 in honour of Bill Patton on the occasion of his retirement. Pat was presented with a combination barometer and thermometer by Mr. E. G. Rogers, supervisor. The boys on the shipping floor stood Pat to a stag at his home on March 20. The gift on this occasion was a table lamp.

Congratulations to Tommy Scott, freight routing, who celebrated his entry into the Quarter-Century Club on April 18. Tommy received a travelling bag and other gifts from the staff and associates.

On April 8, Art Farrier reached his 40th year with the Company. This was a very special occasion, as Art was also celebrating his birthday. That evening, 16 members of the section held a surprise party at his home. Among other gifts, Art received a Westminster chime mantel clock from the department and friends. Many happy returns, Art.

Agnes Strom left April 7 to become Mrs. Frank Thorlakson on April 14. Agnes received a lovely spread from the department and a table from the girls. A shower for Agnes was held at Mrs. Ramsay's home and the bride-elect was presented with kitchenware. Best wishes to you both.

Marge White left April 14 and was married to George Hughes on April 20. The department presented Marge with matching bedroom rugs, while the girls gave her a satin comforter and wool blankets. A miscellaneous shower was held for her at the home of Jean Sterling on April 12.

Best wishes to Eileen Barnett, who left March 31 and married Al Winters on April 6. She was presented with a linen tablecloth and the girls gave her a pair of wool blankets. Good luck to you both.

Thelma Jonasson left March 17 and was married March 24 to John Anderson. The department presented Thelma with a walnut stand, while the girls gave her a waffle iron. A miscellaneous shower was held for her at the home of Wilma Tait.

A bride of April 14 was Thelma Lindstrom, who married Louis Paul Poirier. She received figurines from the girls.

We also miss Anne Kowalsky who has left the department. Best of luck, Anne.

Get-well wishes are extended to John Ferguson. We hope to see you back soon. Also to Miss Simmons, who is recovering from her recent illness.

Welcome back to Jack McDonald, who has just returned from a visit to Deer Lodge Hospital.

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THIRD FLOOR

M.O. Budget Plan—By L. Vipond

There hasn't been a dull moment in the M.O. Budget Plan lately. First there is the new diamond which was received by Lorna McLeod from Bill Bridgen on March 17. All the best to you both.

Then wedding bells rang out for Gladys Jones, April 7, when she married Ronald Bangert, of Chicago, at King Memorial Church, Elmwood. Mr. F. J. Ottley, assistant, presented Gladys with holloware as a gift from the staff. And a shower was held by Mrs. F. Young, Mrs. T. C. Holdsworth and Mrs. R. LeClair on March 30 at Norwood Credit Union Hall. Gladys was presented with a three-piece luggage set.

We are glad to report that Mert Pearson is back at work again.

Friday, the 13th, isn't always such an unlucky day. That evening Mrs. Frank Maire entertained a number of business associates in honour of Donna Rodway, who left to reside in Calgary. She was presented with a compact at the party and the departmental gift was a pen and pencil set.



This winsome little lady is Claire Louise, 2 years and a bit, daughter of Allan Churcher, Radios, Mail Order. Mother was Isabel Gray, formerly of Mr. L. V. Salton's office.

We wish to extend our deepest sympathy to Mr. J. N. Millar, Contracts Accounts, on the passing of his wife, March 16. Also to Teresa McDougall and Betty Davies in the loss of their father.

Congratulations go out to Walter Freeman, City Budget Plan, who celebrates his 25 years April 21.

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FOURTH FLOOR

M.O. Boys' Clothing—By J. Leighton

Signs of spring blossomed in our department, and the reason for that charming smile became known with the appearance of a lovely diamond on the hand of Lorraine Guilbault.

"So long, it's been good to know you," were the feelings sincerely expressed by our whole staff when Boris Heubner left to return to the farm at Morris, Manitoba. Boris and his family were badly flooded out in last year's disaster but are now ready to start again. We wish them every success. As a token of the pleasant association made here, Mr. A. S. Parker, head of department, presented Boris with a wallet, on behalf of the staff, and thanked him for his co-operation and assistance during his time with us.

* * *

FIFTH FLOOR

M.O. Sporting Goods

By D. Hardiman and J. McNiven

We are glad to see Johnny McNiven back after a short illness. Hope you are back for good, John.

We are sorry to report that Ron Ford is still away ill, but we hope to see him back at his old post soon.

A shower was held at the home of Miss A. Smith, April 6, in honour of Jean Gunness, who left April 7 to be married April 14. She was presented with a pair of blankets and received a set of twin suitcases from the department.

M.O. Books

We held our annual Bowl-a-Car bowling party on April 11 at the Academy Bowling Alley. Four teams turned out. The Dirty-Sox, piloted by J. Thom, won the cup and automobiles. The Playing Cards, handled by S. Bailey, won second place, and the Work Dodgers, guided by C. Kennedy, came third. Ladies' high three won by J. Fairhall with

Thirty

583 points; ladies' high single won by B. Schroeder with 190. Men's high three won by C. Kennedy with 584, and men's high single won by P. Cantofio with 210. Ladies' hidden score won by S. Johnson with 126. Hidden score, 123. Men's hidden score won by N. Henry; game was 177, hidden score 174. Booby prizes won by Isley Galbraith with a total high three of 133. The party then went to the home of Mr. and Mrs. Thom for a sing-song and refreshments.

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SIXTH FLOOR

Watch and Jewellery Repairs

By M. Hoover

Congratulations to Mr. and Mrs. Kline Virtue whose home has been gladdened by the arrival of a son, a brother for Bobby, who arrived March 30. The new son will be called Douglas James.

Best wishes for a speedy recovery to Hymie Wiseman, who underwent an operation in Victoria Hospital. We are glad to report that he is progressing favourably.

Stan Montgomery left us, April 11, to take up residence in Toronto. Before leaving, Mr. Olafson presented Stan with a Ronson lighter and case. Our very best wishes for future success and happiness go with Mr. and Mrs. Montgomery.

M.O. Men's Clothing

By F. Paget and A. Johnston

Wedding bells rang, April 21, in St. Boniface Basilica when Jeanne Remillard became the wife of Louis Deniset. The girls of the department held a shower for Jeanne at the home of Millie Barker, where Jeanne was presented with Revere ware. Here's hoping she can cook! As a parting gift from the department, Mr. J. McCay, head of department, presented her with a pair of woollen blankets. All happiness in your new venture, Jeanne.

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SEVENTH FLOOR

M.O. Lingerie—By Bea Nash

The shine in Olga Wozny's eyes almost matches the sparkle on her third finger. The lucky man is Ernie Steckler.

Happy holiday to Ellen Deason, who is now enjoying that long-awaited two-months' vacation. Have a wonderful time, Ellen.

Sorry to report that Alice Ford is on the sick list. We hope it won't be long before you're back with us, Alice.

Our deepest sympathy to Irene Dripps in the recent loss of her mother.

* * *

EIGHTH FLOOR

M.O. Complaints—By J. Baynes

Friday the 13th might be unlucky for some folk but not for Bill Gray. On that day he became the proud daddy of a baby daughter. Congratulations to mum and dad and a welcome to the wee girl.

M.O. Exchanges—By H. C. Brown

Best wishes to Mary Michalecki, who left March 31. She was married to Rudy Kruch at St. John Cantius' Church on April 12. Mary and Rudy left for a trip to Chicago. Mary was presented with a bedroom rug from the department and was guest of honour at a miscellaneous shower held by Vi Benner.

Our sincere sympathy to Myrtle Murray on the recent death of her sister.

We are glad to see Margaret Orchard back again after her recent accident. Margaret's arm, which was fractured, appears to be mending satisfactorily.

Excitement reigned supreme when on April 12 Maudie Davies, our Contact reporter, celebrated her quarter century with the Company. She was presented with an occasional chair from the department and in the evening was guest at a surprise party and supper given by her family.

M.O. Copying—By D. Hunt

Best wishes to Marie Ozohan who received a beautiful diamond last month, and congratulations to Solange Lancelin who celebrated her 35 years on April 13; also to Alex King who celebrated his quarter century on April 14.

M.O. Cashiers—By O. Loyuk

Best wishes go out to Joan Boyd, whose marriage to Bill Hilton took place April 6. Good luck to you both.

Good wishes also to Margaret Milne, whose engagement occurred recently.

Congratulations to Mrs. Diazcuk (Helen Markewich) who was a recent visitor in the department. Her son, Robert, was born recently.

M.O. Salesroom, Files and Correspondence

By G. Brownlee and L. Lauch

Sorry to hear that Lillian Sedgewick is in hospital. We hope it will not be too long, Lil, before you are back with us.

We are glad to see Clem Ducharme, Pearl Chapman and Eileen Simpson back after being on the sick list.

Our deepest sympathy goes to Mary Kubas on the loss of her mother, and to Mr. Greenwood on the loss of his father-in-law.

We offer our best wishes to Helen Bobyk who left March 24. She was married to Henry Metzler at the Christ Evangelical Lutheran Church. She was presented with blankets from the department and a waffle iron from the girls.

Congratulations to a grand couple, Mr. and Mrs. Owen Chapman (retired) who celebrated their 50th wedding anniversary on April 10. They are always busy, always good-natured and live in a house "where laughter lives." Wishing you both good health and may you have many more happy years together.

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NINTH FLOOR

M.O. Gloves—By May Scott

April 12 was an eventful day for Mary Wylie as she celebrated her 35th anniversary with the Company. Mr. J. G. Johnson, head of department, presented her with a three-piece pen and pencil set at a dinner held at The Homestead in her honour. She also received a gold watch and several personal gifts. It was very pleasant having Ray Patching (now retired) take part in this special event.

M.O. Notions

By H. Lobse and H. Fotheringham

After winning the prized cup three years in succession in our annual bowling tournament, Mr. Aker relinquished his hold Friday, April 13, to Mr. Fotheringham and team (C. Merrifield, E. Schmeichel, E. Eggleton, M. Dudek and H. Lohse). Prizes were awarded to the winning team as well as Dot Chisnell for the three high, Grace Smith for the high single. Prizes were also presented for hidden score and lowest game. We would like to thank



The M.O. Packing Department surprise Arthur Farrier at his home on the occasion of his 40th anniversary.

Miss Simpson, Mrs. Kraeling and Mr. Caudwell for helping to make the evening a huge success.

M.O. Jewellery—By N. Robson and J. Farr

The staff of Departments W15 and W17, along with many friends from the Store and Mail Order, were on hand, April 14, to congratulate Margaret Gallaher on her 30th anniversary with the Company. Mr. A. Cranston, supervisor, presented Margaret with a Kodak Tourist camera from the department with best wishes for many years of health and happiness. Margaret was also the recipient of many personal gifts.

At one o'clock sharp the gang held a surprise luncheon at Moore's Restaurant in Margaret's honour. Mr. R. Robertson thanked Marg for her faithful service and recalled that she had served with the C.W.A.C. for four and a half years. He then called on Mr. S. Poole, who made the presentation of a leather camera case to the guest of honour on behalf of the department.

Congratulations were also in order for Mr. Samuel Poole, as he completed 39 years' service with the Company on April 13. He was presented with a corsage and useful articles for the hunting season.

ELEVATOR UPS AND DOWNS

By Agnes Reese

Hazel Isford (nee Maess) has rejoined our Elevator half-time staff. She had a dose of the mumps after her return but is back again now.

Joan Dawson is back with us after having an appendectomy. Glad to see you again, Joan.

Welcome back to Bobbie Smullen, who broke his leg last November and has been recuperating since. Good to see you, Bobbie.

The department wishes to extend its sincere sympathy to Mr. George Dorian in the loss of his mother, and to Mr. A. Bowman in the loss of his brother, Mr. James Bowman.

We wish a speedy recovery for Violet Cousins, who recently underwent a tonsilectomy in Grace Hospital—on Friday, April 13!

Sorry to report that the following girls have been away ill: Pauline Hart, Eleanor Danielson and Joyce Schenk. The former two are back at work and we hope to see Joyce soon.

ENGINEERS

Mr. and Mrs. Machray Blair, Jr., are receiving congratulations on the birth of their second daughter, Sally Elizabeth, 8 lbs., 3 ozs.



Top Row—Left: Helen Crawford, Man, what style! Centre: Mr. Moray Sinclair—"... great pleasure to present this . . ." P.S.—Was also one of the receivers (third man on winning rink). Right: Kay Kondryshyn. "Mmmmm—what turn did you say?"

Lower Row—Left: "Uncle" Ed Vopni, George Osborn, Don Graham. "See, Ed, this is how." Right: Betty Sparling, Patty Gladstone, Joan Sherman, Peggy Irving. "Ah, this game's a cinch."

The City Ad's Curling Classic

A conglomeration of highly skilled (?) curlers from the City Ads moved in on the Eaton Curling Rink the evening of March 19. Five rinks, each playing three ends, took part, so that each rink had a chance to take a crack at the others.

As the different games progressed, it appeared that Mr. Moray Sinclair (the man in the sedate red jacket) threw as mean a rock as we've seen for a long time; also those who were interested in learning a few rhumba steps had their opportunity by watching the sweeping display of both Mr. Sinclair and George Osborn. "Uncle" Ed Vopni seemed to fall by his usual smashing game, and was completely outclassed by that tall, handsome Paul "One-good-rock" Herriot. Patty Gladstone, Betty Sparling and Helen Crawford were throwing a bit "heavy" (cut down on that porridge, gals). On the other hand, Joan Sherman, Ruth McIlhagga and Mike Proca were, shall we say, a mite "light." (Oh, yeah!) Kay Kondryshyn, Peggy Irving, Bill Bannatyne, John Ellis, Lou Paget and, of course, Don Graham, played their usual sterling game. (Oh, well, gang, some's got it and some ain't.) Frances Anderson and Sid Vale, guest curlers, proved to be definite assets to their teams.

After many spills and broken brooms, Ernie Foster's "Art-ful Four" walked away with the laurels. This coveted curling cup was put together, or we should say skilfully constructed, by Russ Cooper, one of the skips. Also Alex Scalena, steward of the rink, donated a decorative wall memo for the occasion. Everyone then adjourned to the upper lounge where very welcome refreshments were served. All agreed it was a night well spent, despite the noticeable limp or tender shoulder that made itself known in the office the next morning.

—Don Graham

CONTACTS

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No. 4

Editor: W. E. C. HURLBURT
City Advertising



In Memoriam

MR. DOUGLAS K. KINNEAR

Word comes from Vancouver of the passing, in mid-March, of Mr. Douglas Kinnear, a former member of Winnipeg staff.

Before his retirement in July, 1949, Mr. Kinnear was for 31 years in charge of the Ticket Writing Office in the City Ad. Quiet mannered, unassuming and always obliging, Doug made a legion of friends throughout Winnipeg and the western stores. Our heartfelt sympathy is extended to Mrs. Kinnear and daughter.



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**We extend sincere sympathy to those members of the staff who
recently suffered bereavements:**

In the Loss of a Mother

MISS M. CROMWELL (Mailing List)
MR. G. DORIAN (Light, Heat and Power)
MR. T. DORIAN (Typewriter Repairs)
MRS. I. BARBOUR (Wages Office)
MISS IRENE DRIPPS (M.O. Lingerie)
MRS. E. HENRY (Handkerchiefs)
MISS M. KUBAS (M.O. Prices)
MR. T. CRAIG (Drug Factory)

In the Loss of a Father

MR. R. D. DAILLEY (Men's Clothing)
MISS A. BURDEY (M.O. Packing)
MR. M. RICHARD (Carpenters)

In the Loss of a Brother

MR. J. FARMER (Night Caretaking)
MRS. E. DONOVAN (Telephones)

In the Loss of a Sister

MISS D. FUNK (M.O. Money Returns)
MISS J. GAGNON (M.O. Handkerchiefs)
MISS JULIA GAGNON (Farm Implements)
MR. W. LEETCH (M.O. Paints and Wallpaper)
MR. E. T. LANE (M.O. Men's Clothing)
MISS M. MURRAY (M.O. Exchanges)

In the Loss of His Wife

MR. J. M. MILLAR (Contracts)
MR. F. E. OLSON (Opticals)
MR. T. CRAIG (Receiving Room)

MISS V. WARREN (Grill Room Products)
MISS A. LABAG (Drapery Workroom)



Two-Day PREVIEW

and Advance Shopping for
Employees and Their Families

DONALD STREET ANNEX

Thursday, April 26

8:30 a.m. to 5 p.m.

Friday, April 27

8:30 a.m. to 4:30 p.m.

\$600.00 in Preview Door Prizes

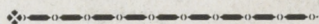
First Prize \$100.00

Third Prize \$50.00

Second Prize . . . \$75.00

Fourth Prize . . . \$25.00

Seventy Prizes of \$5.00 each



THE T. EATON
WINNIPEG

CO LIMITED
CANADA

